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Automotive News

Detroit, September 21, 1981

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Ford of the future

Frankfurt preview

Ford of Europe unveiled this dream car, the Probe, at the Frankfurt Auto Show. Insiders say it is actually the prototype of a car that will be put into production in 1982. It will be named Ford Sierra and will replace the Taunus on the Continent and the Cortina in Great Britain.

The sleek shape of the Ford Sierra is expected to touch off a new wave of styling as other cars are changed in the early 1980s. It is seen succeeding the two and three-box school of auto design.

Job guarantees, possible shorter contract listed

Fraser maps '82 auto-talk issues

By Marjorie Sorge
Labor Editor

One year before contracts with the auto makers expire, UAW President Douglas A. Fraser has labeled job guarantees and the possibility of a shorter contract as major issues in the 1982 auto talks.

"I believe the UAW will seek a guaranteed right of employment in the 1982 contract," Fraser told the Economic Club of Detroit last week.

While declining to elaborate on ways of guaranteeing jobs, he said the UAW "has some notions, but I don't think we're quite ready to publicize them." He did, however, mention the "Golden Handshake" used in Germany to reduce the workforce. That program pays people to retire and has a lot of takers in Europe, he said.

The union was willing to publicize its desire for a shorter contract because "the economy is so volatile no one wants to get locked into three years," Fraser said.

He said the union is not willing to agree to another three-year pact unless it has some "reasonable assurance on certain subjects."

The auto makers have indicated a desire to move to a longer contract in 1982.

In the past the union has pushed for changes in the economic structure of the contract, or for issues like the four-day workweek, leaving job security as a secondary issue. While Fraser still maintains the four-day workweek is just a matter of time, he placed job security ahead of all other issues.

"Perhaps in the past we should have taken guaranteed jobs rather than guaranteed pay," he said.

The push toward job security has grown out of the union's experience in the last two years with heavy layoffs in the auto industry. Fraser said this "depression" is "child's play" compared to the 1974-75 slump and noted this is the 21st consecutive month there have been 150,000 people laid off in the industry.

• Off-shore sourcing, too, has been a problem for the union as both Ford Motor Co. and General Motors have threatened to send jobs overseas unless labor costs are cut. At Ford, decisions involving 17,000 people, or 14 percent of the workforce, will be made before negotiations begin next year.

According to Donald F. Ephlin, UAW vice president and director of the Ford Department, the major decisions have not yet been made and the union is doing everything in its power to keep the jobs in the U. S.

Fraser sees the threat of offshore sourcing as a bargaining ploy the auto makers have hanging over the union's head for 1982 negotiations. He said the union must now analyze how much is factual and how much is threat.

"GM and Ford will be hard pressed to explain to the American people why they are abandoning these shores in these economic times," he said.

While heavy layoffs and offshore sourcing are major reasons for the drive toward guaranteed jobs, another may be new technology. According to Fraser, the U. S. auto industry is "on the threshold of a technological breakthrough."

While the UAW has always supported new technology, the mold seems to be changing. A year ago, Raymond Majerus, UAW secretary-treasurer, issued the first warning to the auto companies that the union might not support technological ad-

Continued on Page 42, Col. 3

Import stockpile cut to skeleton; good for 43 days

By Richard A. Wright
Assistant Managing Editor

New imported-car inventories dropped to bare-pantry levels during August and dealer, importer and port stocks amounted to only a 43-day supply on Sept. 1. This compared with a domestic stockpile good for 64 days.

The inventory of new imported cars and pickup trucks Sept. 1 totaled 380,600 units, down from 414,700 a month earlier.

The effects of the continuing shortage can be seen in the fact that the days-supply level fell only one day — it was 44 days Aug. 1 — while the unit count was off 34,100, a reflection of the decreasing daily selling rate caused by the shortage-riddled stock situation.

Toyota opened September with an emaciated 16-day supply of new cars and pickup trucks, down from 18 days a month earlier. The leading importer had fewer imported cars in stock than Chrysler Corp., which had a 94-day supply of Mitsubishi-built vehicles.

Not much better off than Toyota was Honda, which had a 21-day supply Sept. 1. Adding to Honda's woes was the going up in smoke of a potential 4½-day supply of cars when a boatload of 5,100 Hondas burned in the Pacific 600 miles off San Francisco.

Honda put the loss at $30 million. The car-carrying ship Blue Hawk, under contract to Honda, caught fire en route from Japan to the eastern U. S. Its first port of call was Jacksonville, Fla. It was also to unload cars at Portsmouth, Va., and New York.

• Since a 60-day supply is considered normal in the import business, both Toyota and Honda were perilously close to being out of cars as September opened.

Datsun's supply of new cars and pickups was also on the lean side at 49 days, off from 51 a month earlier. Mazda had a 51-day supply, up slightly from 47 days a month ago and Subaru had a 43½-day supply Sept. 1, up from 42 days. Isuzu had a 70-day supply Sept. 1, down from 75 days. (Mazda and Isuzu inventory figures include pickups.)

The total inventory of Japanese cars and pickup trucks was good for 37 days, compared with a 64-day supply of German cars and a 94-day stock from other countries.

Volkswagen had a 75-day supply of imported cars, down from 92 days a month earlier and almost the same as its 76-day stock of U. S.-built cars. Audi was in 60-day supply and Porsche, 69 days.

Mercedes-Benz had an estimated 52½-day supply, while BMW's estimated stock was 59 days.

Other estimates of European line stockpiles were, Volvo, 65 days; Peugeot, 82; Jaguar Rover Triumph, 86; Renault, 106; Saab, 114, and Fiat, 131.

Peck rules out 'pass' and 'fail'

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The words "pass" and "fail" are no longer to be used by the government when it releases data on high-speed crash tests. Multiple tests will be run on the models that are tested, and the test procedures themselves will be scrutinized to be sure of their validity.

NHTSA Chief Raymond A. Peck made these decisions after discovering that one of two pieces of tape failed to come loose during the 35-MPH test on the Ford EXP and data on the passenger dummy registered 2668 — well above the head injury criteria (HIC) of 1,000 believed to protect the head from serious injury or fatality.

The tape is used to hold the belt load sensor to the roof liner at the start of the test. It weighs about two pounds and the belt loads register about 2,200 pounds. Some companies use tape and some do not.

The weekend after the data became public, Peck was viewing the three-month-old film on the Escort for the first time and noticed the piece of tape.

He thereupon invalidated the Escort results as published in last week's Automotive News.

Later, he also invalidated the

Continued on Page 41, Col. 4

breaking news

Ford to import Toyo Kogyo minicar

SOUTHFIELD, Mich. — Ford Motor Co. will import a Toyo Kogyo-built minicar with 50-MPG capability in 1984 to be sold as a 1985 model. The four-passenger, front-wheel-drive, 1.2-liter car will be a bit smaller than a Fiesta. A source inside the company told Automotive News that 125,000 to 150,000 of the minicars will be brought in by Ford the first year. Ford believes the total mini market in the U. S. could rise to 500,000 or 600,000 a year, depending on fuel price and availability.

Convertible Mustang due for '83

SOUTHFIELD, Mich. — Ford Motor Co. plans to introduce convertible versions of its 1983-model Mustang (and possibly the '83 Capri) as early as December, 1982. Both Cars & Concepts and American Sunroof are submitting proposals, according to sources at Ford. These sources say that targa-topped versions of the EXP and LN7 are scheduled to bow during the 1983 model year and that convertible versions of those two-seaters are also under consideration.

See BREAKING NEWS, Page 8, Col. 1

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Keys to be sent congressmen

NADA details program to 'unlock economy'

WASHINGTON. — The nation's auto dealers, home builders and realtors, representatives of the three sectors of the U. S. economy hit hardest by continuing high interest rates, think it's high time for lower interest rates and have decided to join together and see if they can't do something about it.

Billed as a program to "unlock the U. S. economy," their joint effort will center on convincing Congress and the Administration that something must be done to ease the dramatic effects high interest rates are having on the auto and home-building industries.

NADA President Wendell Miller gave details of the program last week at the dealers' annual Washington Conference.

Miller said symbolic keys will be sent out to every Congressman on Oct. 6, along with details of a four-point economic program the dealers, homebuilders and realtors believe will bring down interest rates.

It calls for:

1. The President and Congress to take whatever steps necessary to hold the budget deficit to $42.5 billion in fiscal 1982, and to balance the budget in fiscal year 1984.

2. The President to urge the Federal Reserve Board not to let the restraint of money supply become its exclusive goal.

3. The Fed to consider the need for a general economic recovery and financial marketplace stability in a consistent program of monetary growth within the target ranges reported to Congress for 1981.

4. The President to appoint a non-banking, small-business representative to the Federal Reserve Board.

Miller said it is the group's feeling that Congress will be receptive to the interest-rate pitch once they are convinced of the effect high interest rates are having. It is critical to dealers that rates come down, he said, especially in light of the higher 1982 model prices.

A lot of dealers are just hanging on, he said. If interest rates stay high for another six months, a lot of them will be going out of business, he added.

Miller said the dealers could live with a 15-percent interest rate, but not with anything higher.

More than 2,500 dealers have gone out of business over the last 30 months, largely due to high interest rates which have not only dampened consumer demand for new automobiles, but have added significantly to dealer operating and floor-planning costs.

NADA estimates that floor-planning costs for all dealers are averaging about $400 million per month at this time.

Through cost cutting, layoffs and trimmed inventories, dealer attrition over the last couple of months has been stemmed, Miller said, but if high interest rates keep up much longer, shops will again be closing at a fast rate.

Just what the dealers, realtors and home builders will be able to do about interest rates — when no one else has managed to do anything — is open to speculation.

But it is a sure thing that they will be listened to when they come to call on Congressmen over the Columbus Day recess. The auto dealers and the realtors run two of the top three top-spending political action committees in the country.

Frankfurt stage for VW's Polo

The new Volkswagen Polo is one of the stars at the International Motor Show at Frankfurt, West Germany. Styled like a wagon rather than a hatchback, the Polo features better aerodynamics and a new high-compression engine. The car goes on sale in Europe immediately, followed in early '82 by a sedan version known as Derby.

54 brand-name tires ranked for efficiency

WASHINGTON. — A ranking of 54 brand-name tires by their fuel efficiency has been made by the Environmental Policy Institute.

It was done by William U. Chandler for EPI, using data acquired under a Freedom of Information request to EPA, which measured the rolling resistance of 106 passenger-car tires. EPA's technical report is dated August, 1981.

EPI's analysis of the EPA tests reveal that a consumer's choice of replacement tires can save him — or cost him — as much as $60 per year in gasoline. Put another way, his choice can save him — over the life of the tires — enough to completely pay for two to three tires.

Fuel efficiency, says EPI, bears no direct relationship to price, safety or tread wear. Tires should be labeled for fuel efficiency, Chandler concludes, as well as for the three requirements under Uniform Tire Quality Grading.

Although Chandler and EPI are making the case primarily for the best consumer choice in replacement tires, the point could also be made for vehicle makers equipping their tires not only with radials — admittedly the ones with the least rolling resistance, hence most fuel efficiency — but with the particular radials with the greatest efficiency.

The OE tires — more than 90 percent radials — have much higher efficiency than replacement tires since only six out of 10 buy radials as replacements. But gasoline savings could be even higher if vehicle makers chose only the most efficient radials and a single informational program — perhaps with advertising — could get the aftermarket to follow.

Chandler figures the cost for mandatory labeling for fuel efficiency of tires would be modest — perhaps only $25,000 per company using EPA's test procedures. The government's role would be only random sampling to "assure compliance and prevent cheating."

Using letter grades — perhaps A through F — would make the program comprehensible to buyers.

EPI's analysis of the EPA data shows the manufacturers (or marketers) having the highest average fuel efficiency ratings are Goodyear, Michelin, Delta, Uniroyal and Montgomery Ward. (EPA, like NHTSA, uses marketers as manufacturers of record even though some of these are private brands of tire makers.) But, Chandler warns, buying one of these brands does not necessarily mean the consumer will be getting an efficient tire. (One of Montgomery Ward's tires is 32nd on the list and the maker of the second most efficient tire — B.F. Goodrich — is not even on the list of five.)

• Instead, EPI lists the ten most fuel efficient tires by using EPA's rolling resistance numbers and converting a set of four with its price into annual savings and showing the MPG improvement for a 25-MPG car.

The winners are:

Goodyear Arriva — $62.60 annual savings — 2.9-MPG gain.

B.F. Goodrich Lifesaver XLM — $57.40 annual savings — 2.7-MPG gain.

Goodyear Viva — $56.40 annual savings — 2.6-MPG gain.

Sears Guardsman (Armstrong) — $56.10 annual savings — 2.4-MPG gain.

Firestone Deluxe Champion Radial — $49.20 annual savings — 2.3-MPG gain.

Uniroyal Royal Seal — $47.10 annual savings — 2.2-MPG gain.

Delta Sierra GBR (Armstrong) — $45.00 annual savings — 2.1-MPG gain.

Discount Arizonian (Goodrich) — $45.00 annual savings— 2.1-MPG gain.

Montgomery Ward Gas Miser (Firestone) — $45.00 annual savings — 2.1-MPG gain.

Michelin XZX — $43.90 annual savings — 2.0-MPG gain.

The annual savings are relative to the least efficient bias ply tire. The improvement in fuel economy also strongly depends on the fuel economy of the car used and the estimate is used for reference only. But the annual savings apply to the average U. S. auto.

Sleight-of-hand at NHTSA

Petitions on rule that doesn't exist

WASHINGTON. — What is surely the most magical trick in the short annals of NHTSA is now taking place.

NHTSA is allowing petitions for reconsideration for a standard that does not exist and even allowing an extra period of time for comments on those comments. It is like disinterring a body, but without a chance of breathing life into it. The real money says that Standard 128 — fields of direct view — is an absolute goner.

After an 11-year gestation period, the standard was born on Jan. 2, 1981 — over the vigorous protests of industry. Nine petitions were filed, including strongly worded opposition by General Motors, Ford, Chrysler, Volkswagen and American Motors.

The idea had been to prevent overly large A and C pillars and overly low inside rear-view mirrors. But the companies claimed that the standard would interfere outrageously with design of their aerodynamic and more fuel efficient 1985 models and cost a mint — $100 million for GM alone and some $40 million for Ford.

On April 6, when the famous Reagan Administration Bluebook described the proposed deregulation of the auto industry, Standard 128 was one of the items. Due date for the slaughter was given as "on or about July 1." Reason and explanation: No significant safety problem and auto makers might have lead-time and costly redesign problems.

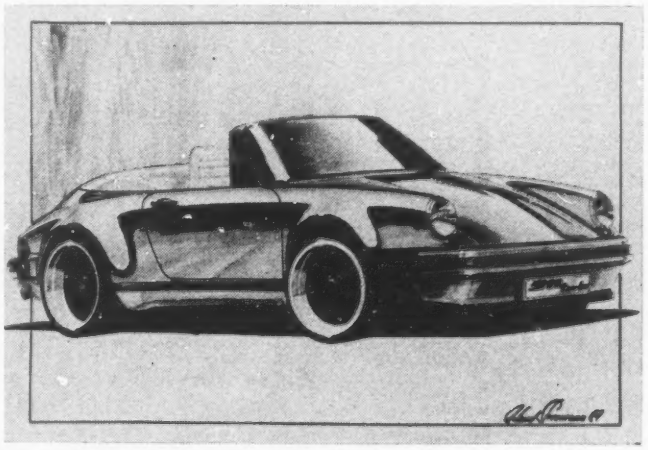
On June 17, NHTSA revoked the standard, effective upon printing in the Federal Register June 22. The explanation was that costs far outweighed benefits. To deal with any problem of rear view, perhaps NHTSA would consider suggesting in another standard the use of convex right-hand rear-view mirrors.

But, on Aug. 13, the Center for Auto Safety petitioned the U. S. Court of Appeals for the District of Columbia to review the revocation of the standard on the procedural grounds that NHTSA failed to provide the public with notice and an opportunity to comment on the intent to revoke the standard.

Although NHTSA still thinks it gave actual notice of the issues when it extended the time for petitions on Feb. 5, it has chosen to use its "administrative discretion" rather than battle it out in court.

But since there have been already 11 years of comments, NHTSA is not about to start another rulemaking. But even though the center has not participated, its knowledge and notice "should not lightly be presumed," and therefore a period is being allowed for it to participate.

The center has 30 days to file its comments and interested parties have 15 days to respond to it. This time — shortly after Nov. 5, 1981 — when NHTSA buries that body a second time, there will be no resurrection.



Porsche's Frankfurt surprise

A preliminary drawing of the design study Porsche showed at the Frankfurt auto show. The roadster features four-wheel drive and turbocharged power. The company is noncommittal about possible production, preferring to wait for public reaction. It does say, though, that each feature is feasible.

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57th year — No. 4881

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She's 21 and head of Buick dealership

COLLINSVILLE, Ill. — Laura Beuckman, 21, has taken over McMackin Buick. She is believed to be the youngest woman in the U. S. to head a dealership.

Her father, Fred J. (Bo) Beuckman, owns a Ford dealership nearby.

Depreciation lower on economy cars

Good MPG can boost value of used car

There's evidence that the value of fuel economy is being reflected in the used-car market.

The accompanying table lists 20 popular cars ranked according to EPA combined city/highway fuel economy ratings. Also shown are their 1977 purchase prices, according to AUTOMOTIVE NEWS, and their September, 1980, average retail values, according to the NADA Official Used Car Guide.

The table indicates a close correlation between price depreciation and fuel consumption rates, ranging from a $76, or 2.2 percent, three-year appreciation for a 34-MPG Volkswagen Rabbit to declines of 57.6 percent for Ford and $4,810 for Cadillac Coupe deVille.

In terms of absolute dollar depreciation (excluding Cadillac, which is way out of line), the data show that every 0.01 improvement in gallons per mile (GPM) is accompanied by a $737.28 decrease in three-year depreciation. Over a remaining average life of 60,000 miles, an improvement of 0.01 GPM would net a gasoline savings of 600 gallons.

Perhaps not so curiously, when that $737.28 is divided by 600 gallons, the result comes to $1.23 per gallon, which is close to today's average gasoline price.

As for percentage of depreciation, the data indicates that the three-year depreciation is 14 percentage points less for every 0.01 GPM improvement in fuel consumption.

Another example helps illustrate that the market is putting a fairly rational value on fuel economy. Here's a comparison of two cars with average statistics, but differing in fuel economy.

	Car A	Car B
Purchase price	$8,000	$8,000
MPG (GPM)	20 (.05)	25 (.04)
3-year mileage	40,000	40,000
Lifetime mileage	100,000	100,000

Using the derived relationship between depreciation and fuel consumption, it should be expected that Car B will be worth $1,133 more than Car A after three years (i.e., 1.417 percent depreciation per GPM, times 0.01 GPM, times $8,000).

Alternatively, if Car A depreciated 40 percent, or $3,200, in three years, Car B would be expected to depreciate 25.8 percent or $2,067, a difference of $1,133.

The difference in market valuation of the two cars compares favorably to the anticipated fuel cost savings to be realized by Car B, assuming an average lifetime gas price of $1.50 per gallon. Lifetime gas cost would be $4,500 for Car A, or $900 more than Car B's $3,600 fuel bill.

FUEL ECONOMY AND PRICE DATA ON 20 POPULAR VEHICLES

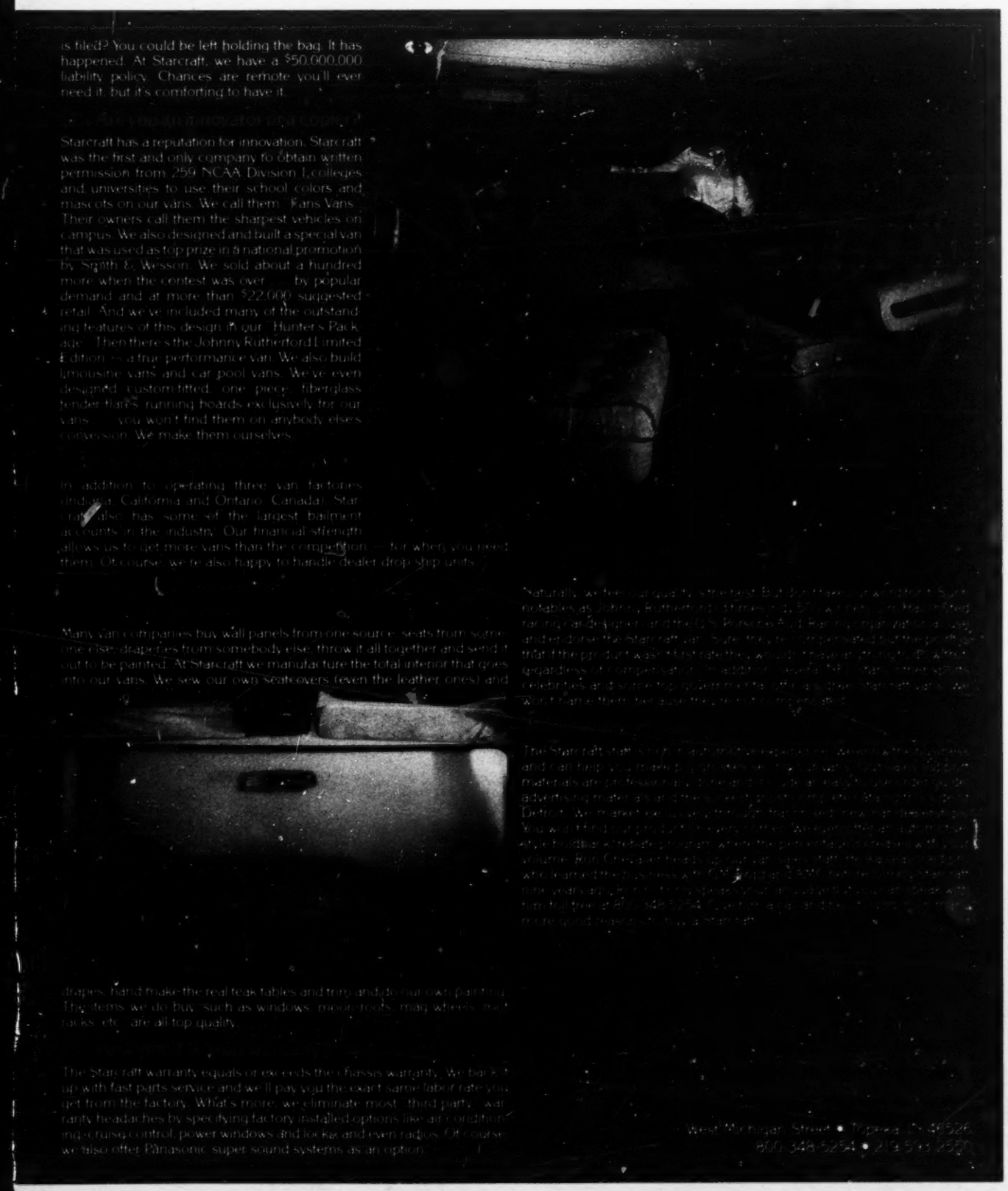
Model	Combined city/highway MPG (GPM)	1977 $ purchase	1980 $ avg. retail	3-year $ depreciation	3-year % depreciation
Honda Civic CVCC	44 (.023)	3,599	3,325	274	7.6
Datsun B-210	42 (.024)	2,959	2,925	34	1.1
Toyota Corolla	41 (.024)	3,208	3,000	208	6.5
Chevette	36 (.028)	3,225	2,900	325	10.1
Dodge Colt	35 (.029)	3,352	2,900	452	13.5
VW Rabbit	34 (.029)	3,499	3,575	(76)	(2.2)
Subaru	32 (.031)	3,499	3,025	474	13.5
Ford Pinto	30 (.033)	3,214	2,650	564	17.5
Ford Mustang II	26 (.038)	3,678	3,250	428	11.6
Ford Granada	24 (.042)	3,960	2,575	1,385	35.0
Chevrolet Nova	22 (.045)	3,482	2,875	607	17.4
Olds Cutlass Supreme	20 (.050)	4,670	2,815	1,855	39.7
Chevrolet Malibu	20 (.050)	4,125	2,500	1,625	39.4
Olds Delta 88	20 (.050)	5,145	2,900	2,245	43.6
Chevrolet Impala	19 (.053)	4,876	2,650	2,226	45.7
Plymouth Fury	19 (.053)	4,341	2,050	2,291	52.8
Ford LTD II	17 (.059)	4,528	2,025	2,503	55.3
Ford	17 (.059)	5,128	2,175	2,953	57.6
Cadillac Coupe deVille	16 (.063)	9,810	5,000	4,810	49.0

Chrysler plans more clear coats

DETROIT. — Owner response to Chrysler Corp.'s clear-coat paint process applied to some 1981 cars has been enthusiastic. The process will be used on more cars in the '82 model year.

A larger number of Imperials and Miradas plus Dodge 400s and some Aries and Reliant models get the paint in '82.

Chrysler describes the process this way: The clear-coat technique involves first applying a color coat. Then an additional clear top coat is painted on while the base coat is still wet.


is filed? You could be left holding the bag. It has happened. At Starcraft, we have a $50,000,000 liability policy. Chances are remote you'll ever need it, but it's comforting to have it.
Starcraft has a reputation for innovation. Starcraft was the first and only company to obtain written permission from 259 NCAA Division I colleges and universities to use their school colors and mascots on our vans. We call them Fans Vans. Their owners call them the sharpest vehicles on campus. We also designed and built a special van that was used as top prize in a national promotion by Smith & Wesson. We sold about a hundred more when the contest was over ... by popular demand, and at more than $22,000 suggested retail. And we've included many of the outstanding features of this design in our "Hunter's Package". Then there's the Johnny Rutherford Limited Edition — a true performance van. We also build limousine vans and car pool vans. We've even designed custom-fitted, one piece, fiberglass fender flare/running boards exclusively for our vans ... you won't find them on anybody else's conversion. We make them ourselves.
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Owner faithful to corporation for 53 years

Iacocca cites 50-Chrysler buyer

ORLANDO, Fla. — John H. Schrieffer, 81, Eustis, Fla., bought his first Chrysler, one of the first manufactured, in 1928 and has continued to buy Chrysler cars for himself and his family for the last 53 years.

He recently purchased his 50th Chrysler (his ninth Imperial), this one from Clark Chrysler-Plymouth, Casselberry, Fla.

"I know of no one else in the country who has bought 50 Chrysler products . . . your continuing loyalty and support is deeply appreciated," stated Chrysler Corp. Chairman Lee Iacocca in a recent letter to Schrieffer.

Schrieffer has written Iacocca on several occasions, expressing satisfaction with his Chryslers.

He is listed in "The First Three Thousand," a Chrysler Corp. register containing the names of the first 3,000 Chrysler Airflow owners.

"Your 50 years of loyalty . . . is wonderful testimony to the efforts of our Chrysler personnel to design, engineer, manufacture and distribute fine automobiles," Iacocca said.

• Schrieffer said the 1981 Imperial is his favorite. He said his first Chrysler, a four-door sedan, had 83,000 miles on it when he traded it for a new Chrysler.

"I believe in being faithful—I find something I like and I stick with it," said Schrieffer, who has been married to his wife, Louise, for 55 years.

Schrieffer, a realtor specializing in citrus groves, continuously purchases Chrysler cars for himself, his children and his six grandchildren.

When their son Bob was awarded the Nobel Prize for Physics in 1972, the Schrieffers bought him a Chrysler Imperial to congratulate him. Also, each time one of his grandchildren passes the driving test at age 16, Schrieffer gives them a Chrysler. Sometimes his cars are traded in for new Chryslers and sometimes they are passed along to another family member.

Schrieffer has kept records of the cars he has bought over the years and says he hopes to live long enough to have great-grandchildren and give them Chrysler cars, too.

Schrieffer co-founded the Golden Gem Citrus Co-op in Umatilla, Fla., the largest non-profit grower-owned citrus co-op in the world, operating since 1947. He is vice president and director for the co-op.

Prior to his "retirement," Schrieffer worked in the drug and cosmetic business on Long Island, N.Y., with sales throughout the United States.

Used car sales
Auction Averages

September to date	$4,27[illegible]
Month ago	$4,611
Year ago	$3,458

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1981	$7,812	$8,434	$7,619
1980	5,966	6,130	6,008
1979	5,040	5,122	5,000
1978	3,964	4,031	3,872
1977	3,026	3,160	3,142
1976	2,091	2,413	2,291
1975	1,589	1,567	1,686
1974	1,168	1,248	1,314
Overall AVERAGE	$4,276	$4,548	$4,398

New student

Cindy McDonald, Greenville, S. C., gets ready to learn auctioneering from the Mendenhall professionals. She is the 16-year-old granddaughter of Tom Bruce Sr., owner of P. I. Bruce Auto Auction in Greenville. Mendenhall School of Auctioneering is in High Point, N. C.

New name, new lines

ATLANTA. — Plaza Pontiac has become McNamara Pontiac and will also handle GMC, Isuzu and DeLorean.

factories list auction dates

American Motors

Sept. 22—Ohio Auto Auction, Grove City, O.; Metro Auto Auction of Kansas City, Inc., Lees Summit, Mo.

Sept. 23—Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.; South Seattle Auto Auction, Kent, Wash.

Sept. 24—Fredericksburg Auto Auction, Fredericksburg, Va.

Sept. 25—Concord Auto Auction, Acton, Mass.

Sept. 29—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

Sept. 30—Central States Auto Auction, Mason City, Ia. (tentative).

AMC sales are open to all dealers.

Chrysler Corp.

Sept. 22—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; D-A Auto Auction, New Stanton, Pa.

Sept. 24—Clanton's Auto Auction, Darlington, S. C.

Sept. 29—Aptco Auto Auction, Taylor, Mich.

Sept. 30—St. Pete Auto Auction, St. Petersburg, Fla.

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auto personnel

Oldsmobile

Oldsmobile has appointed new managers for two of its sales regions.

Fred J. Hauswirth has been named Pacific regional manager, and **Ted J. Madzia** has succeeded him as manager of the Central region. Hauswirth replaces **Robert R. Neville,** who has retired after 31 years with Oldsmobile.

Hauswirth joined the division in 1955 and was zone manager in Jacksonville, Washington, New York and Houston before becoming Central regional manager.

Madzia returns to Oldsmobile after serving as director of dealer organization for the General Motors Marketing Staff since last October. Prior to that, he had been with Oldsmobile 20 years. His assignments included advertising manager and manager of the Pittsburgh and Chicago zones.

Fred J. Hauswirth

Ted J. Madzia

Chrysler Corp.

Thomas R. Gibson has been appointed general manager of Import Operations for Chrysler Corp.

He succeeds **John K. Givins,** who had held the post since it was established early this summer. Givens recently was named executive director of marketing for Chrysler Corp.

Thomas R. Gibson

Gibson, 39, has been director of sales operations since joining Chrysler in November, 1980. Prior to that, he was with Ford Motor Co. for 14 years.

In his new post, Gibson is responsible for import sales planning, distribution, market planning and port operations and for coordinating California marketing programs related to import and domestic sales.

General Motors

General Motors has announced five appointments to its Quality and Reliability Staff. They are:

Richard H. Roden, former director of quality control at Buick, as director, corporate quality audit.

Robert E. Drake, former director of quality control for the GM Assembly Division, as director of corporate quality and reliability.

Thomas J. Hosea, former director of research and development for Fisher Body, as director of corporate quality and reliability.

Richard A. Monkaba, former director of reliability engineering at Oldsmobile, as director of corporate quality and reliability.

Oskar Reitz, former manager of production planning/press at Opel, as director of corporate quality and reliability.

Drake, Hosea, Monkaba and Reitz will be responsible for working with GM's divisions and staffs to develop systems, procedures, policies and measurements to improve the quality and reliability of GM products. They will report to C. R. Davis, general director of quality and reliability.

Edwin R. Carbin has been appointed director of dealer organization on the General Motors Sales and Marketing Staff. He replaces **Ted J. Madzia,** who has been named Central Regional manager for Oldsmobile.

Carbin has been Tarrytown (N.Y.) zone manager for Chevrolet since April, 1980, and before that was national merchandising manager—passenger cars for Chevrolet. He joined Chevrolet in 1950.

Ford Division

Thomas B. Ryan Jr. has been appointed manager of Ford Division's Houston district sales office. He previously was assistant district manager-general operations for the division's Jacksonville (Fla.) district.

Thomas B. Ryan Jr.

Ryan joined Lincoln - Mercury in 1966 and moved to Ford Division in 1976 as general field manager in the Seattle district sales office. He held merchandising and advertising positions in the division's general sales office before being assigned to Jacksonville.

U.S. truck sales in August climb 5 percent from '80

Continued from Page 12

119,735 units, a decline of 26.2 percent from the year-ago 162,-134.

For the seven-month period, industry sales were off in all three market segments.

The light-truck count was down 9.2 percent through August, from 1,583,304 in 1980 to 1,438,141. Sales of the imported compacts totaled 336,485 units, off 8.4 percent from last year's 367,387.

Medium-truck sales for the seven months were down 15.6 percent from last year, 54,782 versus 64,888. Heavies totaled 105,280 units, a decline of 14.4 percent from the 122,916 retailed in 1980.

Going into September, the number of unsold trucks in retailers' inventories was approximately the same as a year ago. The total this year was 480,306, compared with 479,298 in 1980.

There were 418,571 light trucks on hand at the start of the month, an increase of 5.4 percent over last year's 397,123 units.

Stocks of medium and heavy trucks showed significant declines. On Sept. 1, there were 21,973 unsold mediums, down 30 percent from last year's 31,314. Heavies were off 21.8 percent, from 50,861 units a year ago to 39,762.

Big Three August, year-to-date truck sales

	August 1981	August 1980	Year to date 1981	Year to date 1980
Ford				
Vans	10,316	8,698	74,871	72,650
Club Wagon	1,682	2,162	16,986	17,731
Courier	5,169	7,817	44,519	54,610
Bronco	3,667	2,273	23,910	28,612
Conventional Pickups	43,831	34,606	315,892	332,810
Mediums	3,796	5,953	29,309	39,901
Heavies	869	1,524	6,492	10,781
Chevrolet				
Vans	9,076	6,556	63,178	[illegible],349
Sportvan	1,043	1,144	9,775	12,630
LUV	5,684	8,052	49,024	62,354
El Camino	3,367	3,377	24,229	28,428
Blazer	2,071	1,358	15,302	20,340
Suburban	1,628	1,330	14,845	16,240
Conventional Pickups	37,600	29,342	291,502	312,208
Mediums	2,417	3,039	16,355	21,722
Heavies	—	227	77	1,704
Chrysler				
Vans	4,351	6,041	34,544	50,533
Voyager	262	545	3,323	5,021
Ram Wagon	1,409	1,466	13,958	15,975
Arrow	803	1,672	6,692	13,747
Ram D-50	1,899	4,789	19,500	31,423
Trail Duster	163	286	1,200	2,578
Ramcharger	346	612	3,564	5,664
Conventional Pickups	6,660	7,430	50,486	59,313
GMC				
Vans	1,819	1,439	16,192	16,043
Caballero	277	325	3,037	3,074
Jimmy	431	253	3,327	4,196
Suburban	426	259	3,361	3,332
Conventional Pickups	7,639	6,972	70,194	73,217
P models	307	306	2,475	2,832
Mediums	1,861	1,735	14,390	17,899
Heavies	1,099	1,274	8,975	14,213
Motor homes	Not available			

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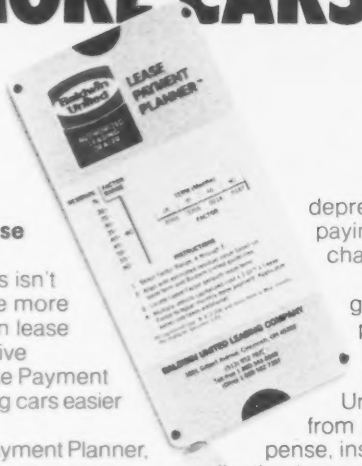

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But top last year at 151,281

Early-month car sales lose some momentum

By Jenny L. King
Staff Writer

Domestic new-car sales in early September lost some of their August momentum in spite of the fact that incentives, rebates and special interest rates continued.

The five major U. S. auto makers reported sales of 151,281 units, up 8.29 percent from 139,703 for the period Sept. 1-10, 1980.

There were eight selling days in the period both years, so the daily selling rate likewise was up 8.29 percent, to 18,910 from 17,463. It was the lowest daily rate since the 16,052 average July 1-10.

General Motors, Ford Motor Co. and Chrysler Corp. reported early-September sales gains, while Volkswagen of America and American Motors were down. GM sales were 94,505, up 6.03 percent from 89,134 last year. Ford enjoyed a 26.59-percent increase, to 33,081 from 26,133. Chrysler was up 2.00 percent, to 18,321 from 17,961.

VWoA Rabbit sedan sales totaled 2,974, down 9.19 percent from 3,275 in 1980, while estimated sales of American Motors passenger cars were 2,400, down 25.00 percent from 3,200.

Ford Motor Co. was the only auto maker to increase its share of the market compared with a year ago. Ford earned 21.87 percent, up from 18.71 percent. GM dipped to 62.47 percent from 63.80 percent. Chrysler stood at 12.11 percent, down from 12.86 percent. VWoA earned 1.96 percent, down from 2.34 percent, and AMC captured an estimated 1.59 percent, down from 2.29 percent.

Nine makes enjoyed sales increases in early September, compared with a year ago. Cadillac was up 49.48 percent; Mercury was up 45.18 percent; Lincoln was up 27.26 percent; Ford was up 21.55 percent; Buick was up 20.49 percent; Plymouth was up 16.89 percent; Oldsmobile was up 10.53 percent; Dodge was up 5.79 percent, and Pontiac was up 1.40 percent.

In addition to AMC and VW, sales declines were reported by Chrysler, down 35.88 percent, and Chevrolet, down 5.99 percent.

Chevrolet's Chevette was the best-selling nameplate in early September, with sales of 8,302 units. Second was Oldsmobile Cutlass Supreme at 7,165, followed by Buick Regal at 6,892, Chevrolet Citation at 5,895 and Ford Fairmont at 5,682.

A year ago the top five were: Chevette, Cutlass Supreme, Citation, Chevrolet Malibu and standard Chevrolet.

Year-to-date sales totaled 4,558,642, down 0.20 percent from 4,567,662 in 1980.

DOMESTIC SALES

	Sept. 1-10, 1981	Sept. 1-10, 1980
AMERICAN MOTORS	2,400†	3,200†
Chrysler	2,286	3,565
Imperial	39	.....
Plymouth	8,068	6,902
Dodge	7,928	7,494
CHRYSLER CORP.	18,321	17,961
Ford	23,976	19,726
Mercury	7,709	5,310
Lincoln	1,396	1,097
FORD MOTOR	33,081	26,133
Buick	19,696	16,346
Cadillac	6,003	4,016
Chevrolet	33,657	35,802
Oldsmobile	20,781	18,801
Pontiac	14,368	14,169
GENERAL MOTORS	94,505	89,134
VOLKSWAGEN	2,974	3,275
INDUSTRY TOTAL	151,281	139,703

† Estimate

Land-cruising Volvo

Jaffarian Services President Richard Jaffarian helps Tom Dube, a customer of the Haverhill (Mass.) dealership, pull his 1976 Volvo (the drive train is from a 1971 Toyota Land Cruiser) into the parking area at the Volvo Owner's Picnic in North Conway, N. H., in conjunction with the opening of the Volvo International Tennis Tournament. Nearly 1,000 Volvo owners attended the picnic.

Toyota's price boost on '82s averages $499 or 7.5 pct.

TORRANCE, Calif. — Toyota's car prices in the U. S. will rise considerably for the 1982 model year. The company has announced an increase averaging $499, or 7.5 percent.

On a percentage basis, Toyota's hike is more than General Motors' 5.8 percent and about the same as Chrysler Corp.'s 7.7 percent. From a dollar standpoint, Toyota's $499 is less than GM's $617 and Chrysler's $622.

Ford Motor Co., which figures its prices on a different basis (AUTOMOTIVE NEWS, Sept. 14), has announced a boost of $430, or 4.8 percent, on 1982 models.

Toyota is the top-selling imported car in the U. S. It attributed its '82 increase to "continuing upward cost pressures and increased product content in some models."

Not mentioned was the dollar-yen relationship, which has often been cited in Japanese price hikes in recent years. Since March, when Toyota last raised prices, the value of the yen has declined 12 percent against the dollar.

In an editorial in the Sept. 7 issue, AUTOMOTIVE NEWS called on all auto importers to reflect the strengthened dollar in their pricing practices. "If you raise prices when the currency hurts, you should lower prices when the currency helps," the editorial said.

Some observers see Toyota's price hike as an effort to make more profit on fewer cars, following the voluntary restrictions on exports to the U. S. which the Japanese makers agreed to earlier this year.

• Toyota said the Celica line accounts for a good portion of the increase. Celica models have been "completely re-engineered" for 1982, Toyota said, and have an increased level of standard equipment.

The company said that, excluding Celica, its price hike averages $407, or 6.4 percent.

Toyota truck prices are up an average of $268, or 3.9 percent, for 1982. The combined car-truck boost averages $451, or 6.8 percent.

On its '81 cars, Toyota had three price increases totaling $738. The $499 on the '82s means that Toyota car prices have jumped an average of $1,237 since the end of the 1980 model year.

Destination charges also have risen for 1982. They're up $10 in the East and Midwest and $15 in the West. The new figures are $172 in the East and Midwest and $157 in the West.

This is less than the Big Three boosts which averaged $28 for Chrysler, $39 for Ford and $45 for GM.

Toyota's lowest-priced car, the Corolla Tercel front-wheel-drive two-door sedan, has an '82 sticker of $4,998, up $250. The Starlet liftback with five-speed transmission is $5,578, up $430.

In the regular Corolla line, the price leader is the four-speed two-door at $5,448, a hike of $270. The Corolla Deluxe two-door (five-speed) is $6,018, a rise of $330, and that model with automatic transmission is $6,318, up $340.

Increases were greater on the new Celica. The ST coupe (five-speed) is $7,159, up $460, and the GT liftback, also a five-speed model, is $8,389, an increase of $730. The top-of-the-line Celica, the Supra liftback (five-speed), is $13,598, up $2,300 from last year's $11,298.

The Cressida four-door sedan is $12,649 for '82, a boost of $650.

Pickup truck prices start at $6,298 for the short-bed model with four-speed transmission. It's up $150. The increase is $340 on SR-5 standard-bed (five-speed) pickup, which is tagged at $7,458.

Toyota's diesel pickup is $7,478 for '82, an increase of $260.

Optional equipment prices also are up. A few examples: Air conditioning for the Corolla is $610, a boost of $20; aluminum wheels for the Tercel are $255, up $10, and cruise control for the Corona is $120, up $5.

HQ of Mardikian in Newport Beach

WASHINGTON. — In a story appearing in the Sept. 14 issue of AUTOMOTIVE NEWS, Al Mardikian, of Trend Imports Sales, Inc., was incorrectly reported as being located in Hermosa Beach, Calif.

Mardikian did operate there at one time, but now runs Trend Import Sales, Inc., and Albert Mardikian Engineering in Newport Beach, Calif.

obituaries

Chris E. Andrews

LEONIA, N. J.—Chris E. Andrews, 64, administration vice president of Jaguar Rover Triumph, Inc., died Sept. 9. Mr. Andrews had been associated with the auto industry all his life, having joined Daimler Co. in 1933 and moving to Standard-Triumph in 1947. He came to the U. S. in 1954 to set up U. S. headquarters of Standard-Triumph. After serving as president of Standard-Triumph Motors, Inc., and executive vice-president of Leyland Motor Corp. of North America, he was made a director of British Leyland Motors, Inc. (later JRT, Inc.).

Bernard Weinstock

DETROIT.—Bernard Weinstock, 63, manager of the chemistry department of Ford Motor Co.'s Engineering and Research Staff, died Sept. 12. He had been with Ford 21 years. During World War II, he worked with the scientific team that developed the first atomic bomb.

Chester F. Schwall Jr.

GUILFORD, Conn. — Chester F. Schwall Jr., 61, vice president, research and development for Armstrong Rubber Co., and president-elect of the Tire and Rim Assn. died Aug. 29. He joined Armstrong in 1966 after 26 years with General Tire & Rubber Co.

Robert N. Falge

ANDERSON, Ind.—Robert N. Falge, chief engineer for Guide Division of General Motors from 1936 until he retired in 1957, died Aug. 7. He was 88.

Peck rules out 'pass,' 'fail' in high-speed crash tests

Continued from Page 1

test made on an Audi 5000 which showed HIC values of 1288 and 1583 for driver and passenger dummies. Currently, films of other high-speed crash tests are being examined for telltale signs of tape adhesion.

Roger Maugh, director of Ford Motor Co.'s Automotive Safety Office, told AUTOMOTIVE NEWS he could not say whether the tape affected the results, although "it's not the kind of thing you want to see."

He said he was 'not convinced" the tape was the problem, but he was convinced there was something wrong with the test because of the wide difference between results for the driver dummy and the passenger dummy. Maugh said Ford tests run at 30 MPH—for compliance with Standard 208—had readings on both sides well below the critical 1000.

Maugh added that the cursory look at the film he had over the weekend showed good vehicle integrity and good performance of the driver belt. There should not have been so great a difference with the passenger side, he said.

Some NHTSA engineers said the failure of a piece of tape to loosen is common and irrelevant to head impact ratings. One indicated the tests would have been rerun if compliance matters were involved.

Peck, however, feels the tape was an important consideration. He said he could "see no alternative but to invalidate the results of that aspect of the test" and study the entire series of tests.

• The position taken by Ford, Volkswagen of America and, in fact, all companies, is that single high-speed crash tests are meaningless.

VWoA has said testing one car produces irrelevant results; two — and maybe more — should be tested so they can be averaged and used to develop some degree of certainty to project results.

Likewise, Ford has said the high-speed tests are so variable as to be useless for comparisons of crashworthiness, although they may be useful in designing cars.

The test on the Audi 5000 was invalidated without anyone from VWoA visiting NHTSA over the weekend to view the film. No other company whose products scored poorly in the crash tests was invited.

The 1982 Toyota Cressida is to be retested at 30 MPH because it also exceeded the 1000 HIC at 35 MPH.

This will be done because cars with passive belts are required to pass dynamic tests, even though an active-belt 1981 Cressida of the same design passed earlier 30-MPH crash tests and a 1980 Corona with the same motorized belt passed at 30 MPH.

• Peck has not yet decided whether NHTSA will retest the Ford EXP and the Audi 5000 or any other cars with HIC numbers higher than 1000.

Ford, for one, would like to watch any repeat of the test. Peck has announced he wants to open a series of tests for the public to view.

Peck said the results from even single tests "can be a valuable tool for developing safety-related information for both the public and the industry."

Making multiple tests on identical models, he said, "will give us additional data and help us distinguish between variations in results due to the test procedure and variations in the cars that are being tested."

He also said safety is NHTSA's "top priority."

Five more 1981 models are scheduled for testing or have been tested: A two-door hatchback Chevrolet Cavalier; a two-door Dodge Challenger; a two-door Isuzu I-Mark; a four-door Datsun 810, and a four-door Mazda GLC.

High marks given to European tires

AKRON.—For the second year in a row, a Goodyear auto tire earned a top performance rating in comparison tests by the German auto publication Auto Motor and Sport.

Both the European-built Goodyear Grand Prix S and the Uniroyal Rally 80/70 received the highest ranking in tests published in the June issue.

Last year, the Grand Prix S shared the top spot with the Fulda Rasant, made by a wholly owned Goodyear subsidiary. The Grand Prix S is imported to the U. S. on the Volkswagen Scirocco S; the Rasant is on some Audis.

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Higher than Labor Day week, but lower than last year

U. S. car output climbs to 106,797

By Patricia Hoffman
Staff Writer

U. S. auto production last week showed a substantial gain from the previous holiday week's output, but the total remained below that of the comparable 1980 period.

The auto makers projected 106,797 units last week, up 20.88 percent from 88,347 units completed during four days of assembly in the Labor Day week, but the total fell 17.23 percent below the 129,021 units in the comparable week last year.

Breakdown for the week by company is: General Motors, 57.58 percent; Ford Motors, 29.80 percent; Chrysler Corp., 10.72 percent; American Motors, 1.87 percent, and Checker Motors, 0.03 percent.

Volkswagen of America's Westmoreland plant remained idle last week due to changeover and inventory adjustments. The facility, which closed Aug. 28, is scheduled to resume operations today (Sept. 21).

Checker Motors' Kalamazoo plant resumed production last week (Sept. 14) after being idle since Sept. 8 for inventory control.

Daily overtime was scheduled last week at three Ford assembly points. The Metuchen, St. Louis and Wayne facilities all worked 10-hour shifts.

Also at Ford, the Lorain assembly point was idle last week for inventory control. The point is slated to resume operations today.

GM's Oklahoma City facility, down for model changeover since Sept. 8, is slated to return Oct. 5. GM's Tarrytown point, also down since Sept. 8, is scheduled to resume production next Monday (Sept. 28).

Truck production rises as plants work full week

U. S. truck production last week jumped 11.83 percent above the holiday-shortened previous week, but output remained down from the comparable 1980 figure.

Last week, truck assembly was targeted at 29,695 units, up considerably from 26,554 completed during four days of production in the previous week, but a decline of 8.19 percent from 32,345 built in the comparable week last year.

The truck manufacturers have completed 1,223,685 units so far this year, up 12.68 percent from the 1,086,010 trucks in the comparable 1980 period.

Volkswagen of America's Westmoreland facility is scheduled to resume operations today (Sept. 21). The point has been idle since Aug. 28 for inventory control and model changeover.

Car, truck output in Canada trails year-ago week

Canadian auto production rose substantially last week over that of the holiday-shortened previous week, but output trailed the total for the comparable year-ago period.

The auto makers scheduled 14,795 units last week, a gain of 39.27 percent from the 10,623 cars completed during four days of production the previous week, but a drop of 29.23 percent below the 20,907 units in the comparable week last year.

So far this year, the auto manufacturers have assembled 600,452 units, up 1.58 percent above the 591,134 in the comparable 1980 period.

The Canadian truck makers also saw a gain last week with production planned at 7,663 units, up 6.85 percent from 7,172 trucks in the shortened previous week, but down a considerable 38.43 percent from the 12,459 units in the comparable 1980 week.

Year-to-date, the truck makers have built 372,024 units, 2.65 percent above the 362,425 in the same period last year.

General Motors' Oshawa (No. Two) car facility was idle last week (Sept. 14) due to model changeover. The plant, which closed Aug. 6, is scheduled to resume operations Nov. 8.

Ford Motor's St. Thomas car point will continue down this week (Sept. 21) for the fourth consecutive week. The facility was idled Aug. 31 for inventory control and model changeover and is slated to remain closed until some time in October.

Chrysler Corp.'s Windsor truck facility has scheduled downtime beginning next week (Sept 28). The plant is slated to remain idle until Oct. 5 for inventory adjustment.

GM's Oshawa truck facility was idle last week due to a material shortage as a result of the startup of '82 trucks. The plant is scheduled to resume with new model production today.

Swedish money devaluation to affect Volvo, Saab prices

By Edward Lapham
Financial Editor

The Swedish Government's decision to devalue the krona 9 percent in relation to the dollar will affect the prices of Volvo and Saab vehicles sold in the U. S.

However, officials from the two companies apparently were surprised by the move and at presstime last week were not yet precisely certain of the total impact.

Volvo, which held dealer meetings to preview its 1982 models last week, will this week announce a sales-weighted average retail price increase of 2 percent, with prices ranging from $9,785 for the two-door DL to $16,390 for the 6-cylinder GLE model.

"The devaluation helped us to keep the price increase to an absolute minimum," a Volvo spokesman said.

The company, which will reinstate its sport wagon concept in a new GLT Turbo 5-door wagon for 1982, said that part of the price increase reflects product improvements, like a standard four-speed automatic overdrive transmission and lower-rolling-resistance tires.

A spokesman for Saab, which also held product introduction dealer meetings last week, said his company was surprised by the devaluation, and officials had yet to sort out the impact.

While the devaluation would at first blush suggest that the Swedish car makers could cut their U. S. prices by a rather substantial amount, there are some offsetting effects.

Both Saab and Volvo use imported parts and componentry for their vehicles. The cost of producing will rise in real terms because the devaluation of the krona means the imported parts, largely from Germany and Britain, will be more expensive, offsetting some of the price advantage.

The final impact could well be different for the two Swedish car makers, depending on the percentage of imported componentry used on Volvo and Saab vehicles. Both U. S. subsidiaries, however, do pay the parent companies for the vehicles in dollars rather than kronor.

Sweden's vehicle industry has been one of the most affected by swings in the value of currencies. Although the krona has strengthened against the German D-mark by more than 10 percent in the past year as German economic difficulties grew, the Swedish currency had been closely tied to the D-mark.

U. S. CAR PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
AMERICAN MOTORS	2,000*	3,571*	2,000*	5,600*	124,797*	95,572*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP	11,450	13,700	12,843	36,427	422,080	582,153
Plymouth Total	5,400	6,150	6,681	19,301	192,005	302,517
Horizon	3,100	3,350	2,391	8,193	115,333	117,969
Reliant	2,300	2,700	4,290	11,108	6,937	174,961
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	100	.....	.....	4,684	2,139
Gran Fury	.....	.....	.....	.....	13,311	7,448
Chrysler Total	650	1,350	353	1,003	55,817	23,101
LeBaron	650	1,350	353	1,003	44,301	18,239
Chrysler	.....	.....	.....	.....	11,516	4,862
Dodge Total	5,400	6,200	5,809	16,123	174,258	256,535
Omni	2,700	2,900	2,313	7,015	98,735	101,899
Aspen	.....	.....	.....	.....	36,899	.....
Aries	2,100	2,600	3,179	8,191	6,271	137,393
Diplomat	.....	700	.....	.....	21,629	12,644
Dodge 400	600	.....	317	917	.....	917
St. Regis	.....	.....	.....	.....	10,724	3,682
FORD MOTOR	31,826	29,634	27,448	80,414	884,761	1,016,537
Ford Division	21,928	19,915	18,703	54,967	639,201	694,015
Escort	10,213	4,758	8,013	25,585	14,545	267,767
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,726	2,956	3,027	9,691	165,339	143,429
Must./Must. II	4,313	4,083	3,192	7,505	176,223	119,919
Granada	3,676	3,331	3,036	9,429	62,722	70,369
Thunderbird	.....	2,769	1,435	2,757	87,446	51,645
Ford	.....	2,018	.....	.....	64,747	40,886
L-M Division	9,898	9,719	8,745	25,447	245,560	322,522
Mercury Total	8,560	8,073	7,813	22,331	215,006	279,970
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	3,319	1,552	2,603	8,033	4,716	92,273
Capri	1,056	1,373	1,080	2,136	52,506	40,891
Zephyr	874	892	664	2,299	53,672	42,865
Cougar/Monarch	1,566	.....	1,106	3,754	16,409	33,829
XR-7	.....	2,964	1,013	1,966	38,112	24,450
EXP	74	.....	61	135	.....	135
Mercury	1,617	1,292	1,248	3,916	37,146	45,435
LN7	54	.....	38	92	.....	92
Lincoln Total	1,338	1,646	932	3,116	30,554	42,552
Continental ('82)	529	.....	274	990	.....	1,516
Lincoln	433	748	525	1,091	12,659	20,067
Mark VI	376	898	333	1,035	16,034	20,969
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	61,496	80,855	46,056	173,217	2,936,985	3,000,380
Buick Division	11,997	15,354	8,896	48,599	562,840	665,560
Skylark	.....	3,740	.....	19,041	160,421	209,276
Skyhawk J	.....	.....	.....	.....	.....	.....
Century	.....	3,558	.....	.....	121,403	86,881
Regal	5,480	4,531	4,523	14,447	146,149	195,326
Buick	4,959	2,605	3,231	11,434	104,419	123,873
Riviera	1,558	920	1,142	3,677	30,448	50,204
Cadillac Division	6,845	4,385	4,619	14,481	139,618	191,592
Cimarron	1,000	.....	806	2,619	.....	16,022
Seville	622	960	455	1,449	24,136	17,682
Eldorado	1,343	1,305	984	3,151	37,140	43,913
Cadillac	3,880	2,120	2,374	7,262	78,342	113,975
Chevrolet Division	21,787	38,909	15,996	55,078	1,273,306	1,111,977
Chevette	7,000	9,030	5,431	17,804	340,728	259,394
Cavalier	4,243	.....	3,359	11,065	.....	74,462
Monza ('80)	.....	2,780	.....	.....	123,510	.....
Camaro	.....	2,620	.....	.....	89,275	87,694
Citation	.....	9,404	.....	4,396	335,839	255,934
Malibu	3,129	7,145	2,057	7,191	189,907	177,500
Monte Carlo	2,015	4,730	2,005	6,026	76,202	104,566
Chevrolet	4,800	2,400	2,705	7,505	85,844	130,095
Corvette	600	800	439	1,087	32,001	22,332
Oldsmobile Division	12,185	12,415	9,855	31,008	548,115	640,702
Omega	.....	1,905	.....	.....	84,445	109,277
Cutlass	4,800	5,105	3,840	12,483	274,589	298,201
Oldsmobile	6,430	4,910	5,297	16,243	162,453	200,720
Toronado	955	495	718	2,282	26,628	32,504
Pontiac Division	8,682	9,792	6,690	24,051	413,106	390,549
Acadian†	250	250	213	1,010	15,816	16,376
J2000	2,757	.....	2,048	6,948	.....	51,157
Sunbird ('80)	.....	.....	.....	.....	103,020	.....
T1000	2,395	.....	1,912	6,319	.....	64,287
Firebird	.....	1,457	.....	.....	57,618	43,468
Phoenix	.....	2,455	.....	1,338	103,279	81,812
Grand Prix	1,640	3,025	1,286	4,211	48,357	75,051
Bonneville G ('82)	1,640	.....	1,231	4,225	.....	6,307
LeMans	.....	1,670	.....	.....	41,978	42,027
Pontiac	.....	935	.....	.....	43,038	10,064
VOLKSWAGEN	.....	1,174	.....	.....	143,343	121,813
CHECKER	25*	87*	.....	45*	2,165	1,544*
Total Cars, U. S.	106,797	129,021	88,347	295,703	4,514,131	4,817,999

CANADIAN CAR PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
AMERICAN MOTORS	730	.....	568	1,862	.....	24,340
CHRYSLER CORP.	2,800	2,400	2,209	7,168	51,130	44,448
FORD MOTOR	2,348	5,968	2,125	6,211	183,822	162,504
GENERAL MOTORS	8,692	12,314	5,550	17,899	348,949	361,759
VOLVO	225	225	171	576	7,233	7,401
Total Cars, Canada	14,795	20,907	10,623	33,716	591,134	600,452
N. American Cars	121,592	149,928	98,970	329,419	5,105,265	5,418,451
N. American Trucks	37,358	44,804	33,726	100,746	1,448,435	1,595,709
North American Cars and Trucks	158,950	194,732	132,696	430,165	6,553,700	7,014,160

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
CHEVROLET	5,722	8,834	4,590	14,717	314,279	351,812
DODGE/PLYMOUTH	.....	3,000	1,696	3,392	96,485	68,974
FORD	16,274	11,675	13,374	38,757	390,252	466,027
GMC	2,709	3,514	2,249	7,319	112,385	125,779
INTERNATIONAL	1,540	1,985	1,195	4,015	45,893	54,211
MACK	.....	166	.....	.....	20,349	31,038
JEEP	.....	400	.....	.....	17,208	.....
AMC CORP.	2,000*	1,905*	2,000*	5,600*	55,170*	74,188*
VOLKSWAGEN	50*	238*	50*	140*	5,436*	2,936*
MISCELLANEOUS	1,400*	628*	1,400*	3,920*	28,553*	48,720*
Total Trucks, U. S.	29,695	32,345	26,554	77,860	1,086,010	1,223,685

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 19, 1981	Week Ended Sept. 20, 1980	Week Ended Sept. 12, 1981	Sept. to Date	Jan. 1 to Sept. 20, 1980	Jan. 1 to Sept. 19, 1981
CHRYSLER CORP.	2,000	1,888	1,592	5,194	34,400	60,662
FORD MOTOR	3,077	4,290	2,342	7,653	130,691	107,135
GENERAL MOTORS	2,326	5,766	3,027	9,355	171,520	195,822
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	260	475	211	684	12,545	8,405
MACK	.....	40	.....	.....	1,625	.....
Total Trucks, Canada	7,663	12,459	7,172	22,886	362,425	372,024
N. American Trucks	37,358	44,804	33,726	100,746	1,448,435	1,595,709

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles. AM General will no longer be figured in with North American trucks.

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Automotive News

Detroit, September 28, 1981

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Innovation and slippery shapes predominate

Cars of tomorrow add spice to Frankfurt show

By Richard Feast
European Editor

FRANKFURT, West Germany. —Never before has the motor industry been so frank about projects in the pipeline.

The centers of attraction at the Frankfurt Auto Show were the cars of tomorrow. The new cars of today — from such heavyweights as Renault, the Volkswagen group, Daimler-Benz and General Motors — seemed almost of secondary interest.

There were the four cars that resulted from the West German Ministry of Research and Technology funding into the car of the year 2000. They were bristling with innovation, light weight and slippery shapes.

Above all, they were said to be real gas misers. If the designers are right, 34 MPG will be commonplace for big cars and 57 MPG will be possible from some.

Other projects provided a clear picture of the more immediate future for another trio of makers.

Ford did everything but spell out that the Probe III on its stand was a glimpse of the car that will replace its mid-size Taunus/Cortina a year from now.

Opel effectively called its Tech 1 a mid-'80s model and Citroen did the same with its more futuristic Xenia—a model that could herald Citroen's return to the U. S.

Porsche showed some experimental models, including a four-wheel drive, and both Daimler-Benz and Volvo put forward gas turbines as alternatives to gasoline or diesel power.

• All told, and with a few exceptions, it was a display of might by the domestic makers. Other manufacturers and other nations are investing heavily in the same areas, but Germany's impressed by its scale. And by the fact that it was visible.

It was a flag-waving exercise to demonstrate to reluctant customers that there is a future for the motor car, for in spite of its strength and significance, Germany's motor industry is still under frequent attack.

It comes from groups which want tighter exhaust emissions, less noise, less speed, less spending on road systems and a lot more on public transport. A protest demonstration was called to clog this city on the occasion of the auto show by cyclists from all over the country.

If the industry felt under attack, it was positively stunned by the announcement by Research and Technology Secretary Andreas von Buelow that the ministry is cutting off the cash support for the Car 2000 projects by the auto companies.

Ernst Fiala, Volkswagen board member, spoke for others when he said they had been left in the lurch. "It is deplorable," he said.

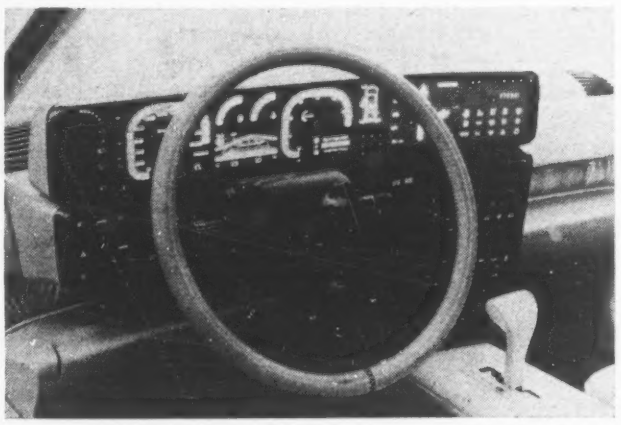
Just how significant this government contribution is toward the Car 2000 projects developed by VW, Audi, Daimler-Benz and a consortium of four universities is not widely known.

One source said it amounted to 33 million Deutschemarks, or around $14 million at today's rates. Another car maker said it represented only a small proportion of the costs involved in bringing the car from a mere idea in 1978 to the finished models seen at Frankfurt, although VW freely reported 50 percent.

Whatever, the auto makers are now on their own, although the university machine will be funded for a further 12 months to allow each of the four to have its own prototype rather than sharing one.

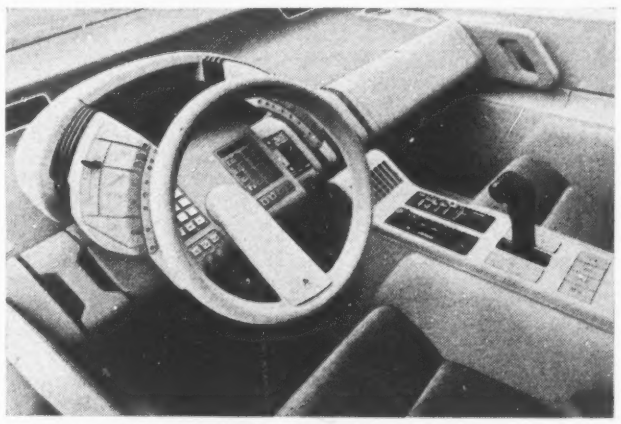
Making the cars was only

Continued on Page 4, Col. 3



Electronic panel on Probe III

Interior of Ford Probe III, displayed at the Frankfurt Auto Show, is highlighted by an electronic instrument panel. Colored luminous signals inform the driver of current driving conditions and vehicle functions. Features include an on-board computer driver guidance and information system, control lights to monitor components and service reminders.



The French do it differently

Citroen Xenia, unveiled at the Frankfurt Auto Show, uses Citroen's unique single-spoke steering wheel, but then radically departs from the ordinary. The control center makes extensive use of digital readouts, warning lights and pushbuttons.

Mitsubishi wins right to form U. S. network

HIGHLAND PARK, Mich. — Chrysler Corp. Chairman Lee Iacocca and Dr. Tomio Kubo, chairman of Mitsubishi Motors Corp., signed an agreement here late last week which allows the Japanese maker to set up its own distribution network in the U. S. starting in the 1983 model year.

Mitsubishi will continue to supply Chrysler with vehicles for its dealers.

The agreement stipulates Mitsubishi's lineup will not conflict with Chrysler's.

The stipulation is an important concession to Chrysler, since one of the models Mitsubishi is strongly considering for the U. S. is the front-wheel-drive replacement for the Lancer — about the same size and market range as the Omni/Horizon.

Japanese sources indicate Mitsubishi will initially market two cars and a truck in the U. S. under its own name. The Sigma — imported here several years ago in station wagon form as the Dodge Colt wagon — is another strong contender, as is a minipickup truck.

Sources in Japan expect Mitsubishi to be able to sell no more than 20,000 vehicles in its first year because of the voluntary import quotas. Initial dealer network is expected to number 110.

Mitsubishi is expected to announce during the next few weeks the officers and details on its U. S. subsidiary.

Beginning in mid - 1982, Mit-

Continued on Page 8, Col. 3

Clean Air hearings stir another ruckus

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — In the 12-year history of the Clean Air Act, there has probably never been a hearing on the subject that has been without its controversy, its political posturing, its endless arguing, profusion of conflicting data and ultimate doubt about whether to go in this direction or that.

The latest round of hearings relating to amending the auto emissions provisions of the landmark piece of legislation were no exception.

This time around, however, the question was whether, after having achieved the ability to meet the ultimate tailpipe emission standards with production vehicles, the U. S. should now go back to a less-stringent standard.

As they have before, the auto companies and some of their political allies say yes.

They say that we can meet the ambient air quality standards for carbon monoxide and oxides of nitrogen even by rolling back the tailpipe standards from 3.4 grams per mile CO to 7 grams per mile and 1 gram per mile oxides of nitrogen to 2 grams per mile.

They say there is no reason not to do it and that consumers could save from $80 to $360 per car by going ahead. They say that it could even go a long way toward helping the U. S. auto industry out of its present slump.

Countering them are the environmental and health groups, their political allies and a long list of doubting Thomases who,

Continued on Page 6, Col. 1

breaking news

Datsun car prices up $424 for '82

CARSON, Calif. — Datsun has increased its car prices in the U. S. an average of $424, or 5 percent, for 1982. The boost is less than the $499 hike posted earlier by Toyota. Datsun trucks will rise an average of $213, or 2.8 percent, and the combined car-truck increase is $378, or 4.6 percent. Datsun's lowest-priced model, the 210 two-door sedan, is up $200 to $4,799, and the 310 hatchback also rose $200 to $5,689. There's an increase of $150 on the lowest-priced pickup truck, which now is $6,149.

2,400 'consignment' '82s offered Chrysler dealers

HIGHLAND PARK, Mich. — Chrysler Corp. is offering three '82 model cars "on consignment" to each of its top 800 dealers. Essentially, the company retains ownership of the

See BREAKING NEWS, Page 8, Col. 1

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EPA aids GM, 5 other makers'

NOx waivers granted on many diesel engines

WASHINGTON.—General Motors and five other diesel makers last week received waivers from the 1983 and 1984 oxides of nitrogen standards that should permit them to market new diesel engines.

Given by EPA on the grounds that technology does not yet, and will not exist until 1985, to meet a 1.0 NOx standard, the waivers were available under provisions of the Clean Air Act.

GM received waivers through the 1984 model year for its 1.8-liter, 4.3-liter, 5.7-liter and a new 3.2-liter diesel engines. The 1.8-liter it buys from Isuzu, its Japanese partner. The 4.3-liter it will introduce this year.

The 3.2-liter is a smaller version of this engine and will be introduced by GM in the 1983 model year. The 5.7-liter is the company workhorse and powers most of GM's big cars. Two other GM diesels, a V-5 and a three-cylinder version of this engine have been put on the shelf by the company.

Mercedes-Benz, a leader in diesel-engine technology, received waivers through the 1984 model year for a new 2-liter diesel it plans to introduce in 1984 and a turbocharged version of its 2.4-liter engine that it will make available in 1983.

The 2.4-liter turbo will replace the 3-liter naturally aspirated diesel in the 1983 model year, the new 2-liter will power Mercedes-Benz's new small car.

Mercedes also received waivers for its 2.4-liter naturally aspirated diesel and its 3-liter turbo. The waiver is only to 1.25 grams per mile for the 2.4-liter engine, however. All of the other diesel engines received waivers to the allowable 1.5 gpm level.

Nissan received a waiver for its 2.8-liter diesel through the 1984 model as did Isuzu for the 1.8-liter engine it sells to GM and uses in its I Mark series.

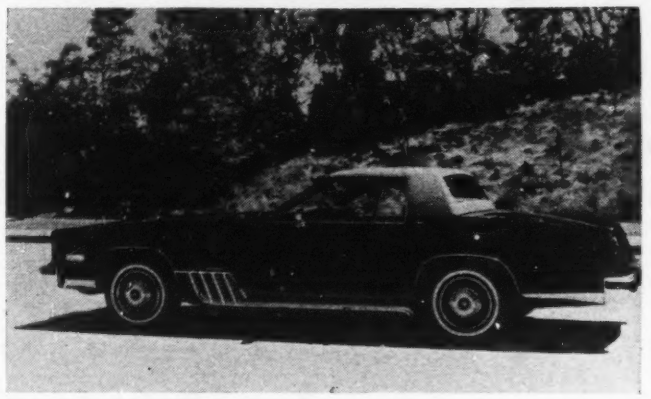
Renault received a waiver for a 2-liter diesel it will use in the R-18 this spring. Jaguar got waivers for a 2.4-liter and 3.6-liter turbocharged diesel it will buy from VM, an Italian manufacturer, effective for the 1983 model year.

Another set of waivers is expected later this year for engines being produced by VW, BMW, Peugeot and Toyota. The BMW engine will be used by Ford and the Peugeot engine by Chrysler. Volvo is also expected to receive a waiver for a 2.4-liter diesel it buys from Volkswagen.

The NOx standard is a particularly difficult standard for diesel engines to meet because of their high compression and high combustion temperature characteristics. Diesel makers have sought to use EGR in counteracting this characteristic but have run into problems with engine durability and EGR timing control, which must be very precise.

Some also assert that controlling NOx will increase diesel particulate levels, although this is in dispute. Nonetheless, the EPA agreed with the makers that technology does not exist to meet the standard and the diesel particulate standard of .6 grams per mile in 1983, and given that the agency is more concerned about particulates, the waivers should be granted.

Meanwhile, GM will market its 4.3-liter diesel in California in 1983 with electronically controlled EGR and injection timing to standards of 1 gram per mile NOx and .6 grams per mile particulate. The other makers are pursuing similar technologies and are expected to follow suit.



Paris from American

American Custom Coachworks, Beverly Hills, Calif., shortens the Cadillac Eldorado roof 15 inches and the rear end 12 inches, lengthens the front end 18 inches, and comes up with the two-seat Paris Eldorado Coupe. Complete with refrigerator, crystal and laquered paint, the cars have been retailing for upwards of $60,000. Conversion is said to take 8 to 10 weeks.

Ford offers 'bargains' on '82 options

Taking the sting out of price hikes

By Joseph Bohn
Marketing Editor

Ford Division is bridging the gap from rebate reduced '81s to the higher-priced '82 models with a slew of special value packages, offering discounts on equipment for every one of its car and truck lines.

On Escort, for example, there are 11 packages, with one to five options offered at no extra cost. Available savings range up to $390, according to a "Product Value Programs" booklet, issued for dealers.

On the Escort L series, for example, if a customer orders power brakes (standard on wagons), vinyl insert bodyside molding and power steering, he receives deluxe seat belts and bumper rub strips worth $65. Similarly, there are savings of $131, $213, $82, $239 and $390 available for different option packages on Escort L and GL.

On the Escort GLX and GT series, there are savings of $190, $272, $332, $139 and $290 available, if certain options are ordered.

There is a base Escort two-door hatchback, priced at $5,518 (below the L series at $6,046). There is also a specially equipped "Pacific States" Escort, featuring added free items, to fight imports in California, Oregon, Washington, Alaska and Hawaii.

On the EXP, there is a Bonus Option Program in effect on vehicles produced from Sept. 14 through Dec. 31. If two or more options are ordered from a list that includes speed control ($151), power steering ($190), TR Performance suspension package ($204) and AM/FM stereo radio with premium sound system ($211)—the most expensive option is free.

• The new Mustang GL two-door sedan has been re-equipped so that comparison with a comparably equipped '81 Mustang produced only a $151 increase.

In its Mustang "Pacific States" program, Ford added power disk brakes ($93) and AM/FM stereo radio ($106) as standard at no additional charge on GL, GLX, and GT series to fight imports in five key states.

Mustang also has a special value option program, in effect throughout the U. S. It offers two to four popular options at no extra cost, when purchased with certain kinds of equipment.

There are savings of $212, $263, $307 and $462 on Mustang L 2-door, Mustang GL 2/3 door, Mustang GLX 2/3 door and Mustang GT 3-door models.

The Fairmont Futura offers a choice of four packages—two for sedans, two for the coupes.

Each package includes either three or five options at no extra charge, with savings of $223 or $320.

The Granada features a "Value Improvement Program" (VIP) which offers savings of $357. If the '82 Granada is ordered with power steering, there is no extra charge for split bench seats, tilt steering wheel and electric clock.

(A flight bench seat can be substituted for the split bench seats—savings reduced to $127.)

There is also a Granada value option program. Sedan buyers get a choice of six money-saving packages, five for wagon buyers. Each includes two to four popular options at no cost, with savings up to $318.

Specific savings on the Gra-

Continued on Page 52, Col. 4

VW to pay for repair of oil-leaking diesels

WASHINGTON. — Volkswagen of America last week agreed to reimburse owners of as many as 400,000 late-model VW and Audi diesel models for engine damage caused by oil filter leaks.

The consent agreement with the FTC covers 1977-81 diesel models—Rabbits, pickup trucks, Jettas and Audi 5000s.

FTC said owners who followed instructions in their owner's manuals and hand-tightened replacement oil filters could end up with cars which leak oil and have extensive engine damage costing up to $2,000 per car.

That could put the bill for VWoA as high as $800 million—the highest price tag ever for a recall—although the actual cost to VW is likely to be much lower, since not all the vehicles have experienced engine damage. FTC said it did not know the exact number of engines damaged.

A VWoA spokesman called the $800 million estimate—published in several newspapers—"totally and absolutely absurd" and said VW expects the costs of the consent order to be $50,000.

"We estimate that, as a result of the consent agreement, the surrounding publicity of the agreement and the mailing of letters to customers, that that will generate about 100 additional claimants," the spokesman said.

"We have already, since 1977, handled about 1,000 claims (relating to diesel engine damage caused by oil loss) which have been covered under the VW parts and service warranty and those claims have averaged between $400 and $500."

The consent agreement is separate from an FTC complaint filed in April over excessive oil consumption in certain VW and Audi water-cooled engines — a complaint which VWoA and its German parent are fighting.

The FTC charged that VWoA knew of the diesels' problem and told dealers to use special wrenches to tighten replacement filters, but failed to notify owners of the potential problem.

Under the proposed order, VWoA will offer to reimburse current or past owners of the diesel models for engine repairs from leaking oil filters. If the replacement filter was a VW brand, the reimbursement is absolute.

To qualify, repairs must have occurred prior to or 60 days after the VW notification of the problem.

AMC increases prices by $473 or 5.6 pct.

American Motors has increased prices of its domestic cars an average of $473, or 5.6 percent, for 1982. The new models went on sale last week.

The AMC boost compares with announced hikes of $622 for Chrysler Corp., $617 for General Motors and $430 for Ford Motor Co.

AMC's introductory increase follows an active 1981 model year which saw the company post five price hikes totaling $897. The latest $473 means that AMC car prices have risen an average of $1,370 since the end of the 1980 model year.

On the import side, Toyota has raised car prices an average of $499 for 1982, and Datsun is up $424.

Like its domestic rivals, AMC also has boosted destination charges. The average is $42 on cars and Jeeps, which works out to $32 on cars and $62 on Jeeps. For the Big Three, destination charges are up an average of $45 at GM, $39 at Ford and $28 at Chrysler. AMC said there are no changes in its dealer discounts for 1982.

AMC's pricing action covered a wide range. The base Concord two-door sedan is unchanged for '82, carrying a sticker of $5,954. The largest increase was applied to the four-wheel-drive Eagle wagons, which rose $805.

Contributing to the increase on all Eagles (Spirit-size and Concord-size) was the addition of Select Drive as standard equipment. This feature, which was $199 extra for '81, permits the driver to switch from full-time four-wheel drive to two-wheel drive by flipping a switch inside the car.

AMC prices start at $5,476 for the base Spirit two-door sedan. It's up $361 from last year's $5,115. The Spirit two-door liftback is up $266 at $5,576, and the DL version of those body styles are up $200.

In the compact Concord line, the base two-door sedan is unchanged at $5,954. Other sedans went up $200 to $313, and Concord wagons climbed $555.

Eagle Kammback sedans jumped $655, and Eagle SX/4 liftbacks rose $485. Starting prices are $6,799 for the Kammback and $7,451 for the SX/4. These Eagles are Spirit derivatives.

The "senior" Eagles, based on the Concord, show increases of $512 on four-door sedans, $612 on two-door sedans and $805 on four-door wagons. Eagle prices start at $8,719.

In the option field, automatic transmission is $411 on all cars, a rise of $41, and the six-cylinder engine is $150, up $14. Air conditioning is $609 (up $39) for Spirit and the junior Eagle and $679 (up $49) for Concord and the senior Eagle.

AMC said that Jeep prices have been increased an average of $498, or 4.7 percent, for 1982.

For its full line of vehicles—domestic cars, Jeeps and Renaults — AMC said its 1982 introductory increase averages $332, or 3.8 percent. Earlier, the company had announced price reductions of $505 to $705 on Renault Le Car models.

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